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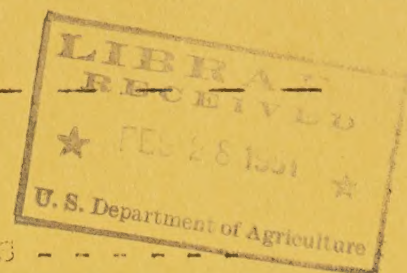
FLOWERS OF HAWAII, LTD.

SALES OFFICE: 2016 WILSHIRE BLVD., LOS ANGELES 5, CALIFORNIA

# SPECIAL OFFER

Complete Assortments of:

EXOTIC HAWAIIAN FLOWERS AND FOLIAGES



Pak (A) - \$15.00

Pak (B) - \$25.00

\*\*\* Includes air delivery

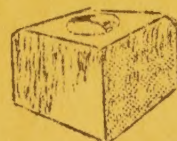
(A) \$15.00 PAK  
VIA AIR PREPAID  
includes

- |               |                        |
|---------------|------------------------|
| *ANTHURIUM    | *GREEN TI LEAVES       |
| *HELICONIA    | *RED TI LEAVES         |
| *RED GINGER   | *VARIEGATED TI LEAVES  |
| *TORCH GINGER | *PICTI                 |
| *SHELL GINGER | *VIVID COLORED CROTONS |
| *FERN CURL    | *HAWAIIAN LYCOLODIUM   |

(B) \$25.00 PAK  
VIA AIR PREPAID  
INCLUDES ALL THE ABOVE  
PLUS the following novelties:  
\*COCONUT HAT  
\*ORCHID LIL  
\*COCONUT BIRDS  
\*PINEWOOD CUBE PLANTER  
\*PINEWOOD TOTEM POLE  
\*WOODROSES  
\*4 STYLES OF VANDA ORCHIDS

\*\*\*These are truly a fine mixture of Hawaiian beauty that blends with any atmosphere

Below is a convenient order blank:



F-2


GENTLEMEN: Please ship the following VIA AIR PREPAID

- ☐ \$15.00 HAWAIIAN FLOWER AND FOLIAGE PAK  
☐ \$25.00 HAWAIIAN FLOWER AND FOLIAGE AND NOVELTIES PAK  
☐ \$2.00 HAWAIIAN FLOWER ARRANGEMENT BOOK COMPLETELY ILLUSTRATED







*The Regal Line* 

## FLOWERS OF HAWAII



2016 Wilshire Boulevard . Los Angeles 5 . California . DU 8-5106

### COMMENTARY ON

### UNUSUAL EFFECTS WITH EXOTIC TROPICAL FOLIAGES OF HAWAII

for sensational floral arrangements

#### DIAGRAM A: Partial splitting of half the leaf:

This very unusual effect is accomplished by splitting the leaf beginning at the central rib and continuing out to within one-half inch of the edge of the leaf.

The splitting can be varied from  $\frac{3}{8}$  to  $\frac{3}{4}$ ", depending on the size of the leaf and the effect desired. The narrower the splitting, the more flexible and sharper the curve. Great care must be taken to be certain the splitting is not continued to the outer edge as this spoils the whole effect of this particular design.

#### DIAGRAM B: Splitting both halves of a Green Satin, Red, or Variegated Ti Leaf:

The process is the same as Diagram A except splitting is continued on both sides. The double effect here gives greater depth to an arrangement and adds more interesting lines to the design.

#### DIAGRAM C, D, & E:

These are samples of what can be accomplished in unique designs in foliages. The Ti Leaves being a heavy fibre makeup are, therefore, able to be cut in the designs as shown and still retain their beauty for a long period of time, especially, when the stems are placed in water.

These cutouts are easily made by using scissors. They should add an interesting note that will be unique in floral arrangements.

#### DIAGRAM F:

Illustrates the Ti Leaves being folded in succession with a full-sized leaf as a background. This is an especially clever arrangement when used as an upright focal point in an arrangement or when laid horizontally gives an interesting off-angle effect.

It may be noted here that small flowers such as roses could be inserted in the center of each folded leaf to add to the clever lines of a particular floral setting.

#### DIAGRAM G: Full splitting of Green Satin, Red, Variegated Ti Leaves:

The full splitting of the Ti Leaves is first accomplished by cutting the center rib with a pair of scissors every  $1\frac{1}{2}$  inches to 2 inches beginning at the bottom and continuing the full length of the leaf.







These sections are then torn away from the other portions being certain that the equal amounts of leaf fibres are removed from either side of the rib.

DIAGRAM H:

The main purpose for this effect is to create a dainty low effect. Simply take the sections and cluster the ends together and wrap them with wire. Then taping the whole cluster if necessary for particular arrangements - such as: wedding bouquets, corsages, etc.

This method of splitting the leaves enables one to create a light, airy effect when using foliage. Particularly sensational when Variegated Ti Leaf is sectioned, as the deeper variegated outer edges are emphasized many times by the splinter leaf effect.

DIAGRAM I: Shows a Ti Leaf Curl:

This is created by curling the leaf and fastening it with a hand stapling machine in at least two places. It must be remembered that the staple must join at the center ribs in order to hold this curvature and is very beneficial in creating off-center rounded lines.

DIAGRAM J: Shows the Croton Leaf in a single curl which is made by curling the leaf and stapling it at the rib section.

Leaves that are particularly brittle will have to be softened by pulling them round your finger in order to make a smooth, even curl.

The Croton Curls are particularly attractive in smaller arrangements or where vivid colors are required in larger arrangements.

DIAGRAM K: Shows Croton Leaf in a double curl:

This is created by first making a single curl as in Diagram J and then curling it again and restapling as before.

Again, it must be remembered that if the leaf is brittle, the ribs will have to be softened by pulling it round your finger to pre-shape the curl.

DIAGRAM L: Illustrates a Colonial Bouquet with a folded Ti Leaf Shield.

The shield is made by merely folding the Ti Leaf so that the tip end can be wired to the base of the leaf. The fold is usually made so that the face of the leaf is the outside of the leaf. The Ti Leaf Colonial effect is highly recommended for wedding and presentation bouquets since there are many color variegation to the leaves that enhance the beauty of the flowers.

DIAGRAM M:

This shows the Green Satin, Red, or Variegated Ti Leaf that has first been split at the top half in segments of  $3/8$ " or  $3/4$ " depending on the desired effect. The Ti Leaf segments are then tied with its opposite counterpart in an overhand knot. This procedure is continued until all segments are tied. The length of the ends can be varied merely by pulling the knot tighter at the base of the leaf. Large segments can be tied together to portray whatever effect is wanted. The Ti leaf in this manner can be effectively used in a fan-shaped background or for off-angle horizontal effect.





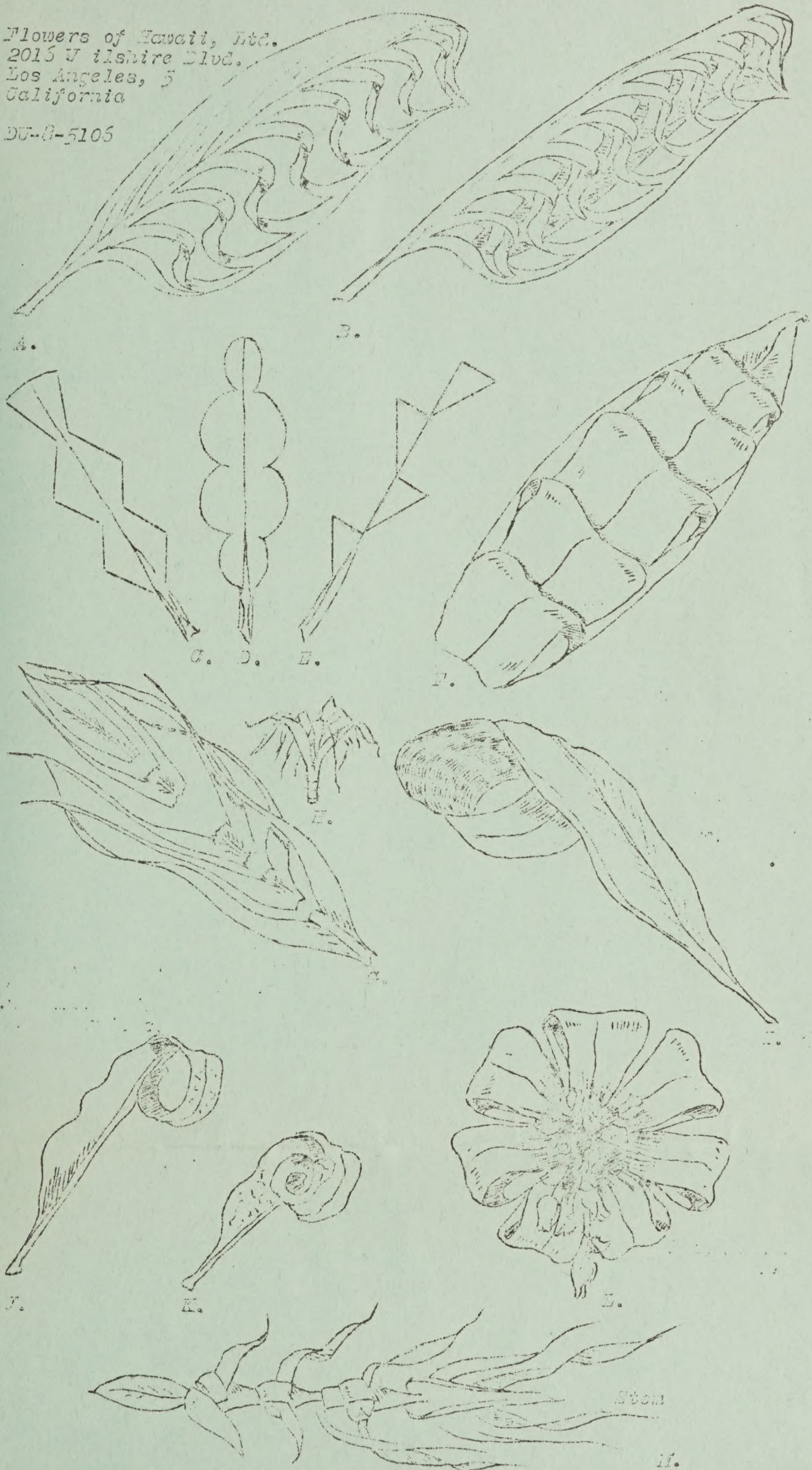


UNUSUAL EFFECTS WITH LIVING TROPICAL FOLIAGES OF HAWAII

for sensational floral arrangements

Flowers of Hawaii, Ltd.  
2015 Wilshire Blvd.  
Los Angeles, 5  
California

DU-8-5106



Sketched by Harry Dischler.







# FLOWERS OF HAWAII

The Royal Line

2016 WILSHIRE BOULEVARD - LOS ANGELES 3 - CALIFORNIA - DU - 8-5106

## QUEEN - KAHOLA - HAWAIIAN

# WOODROSES

.....THEIR RICH NATURAL TANNY-TONED PETALS ARE PERFECTLY PORED.....LOOK AND FEEL LIKE A FINE WOOD CARVING, RESEMBLING AN EXQUISITE CARVED-SMOOTH FLESH.....THESE LOVELY EVER-LASTING SPECIMENS ARE FULLY ENDOWED WITH ALL THE LUSH ROMANCE OF THE ISLANDS.....



WIRED & TAPED

Sketched by Duke



NATURAL

INTRODUCE these charming mystic wonders to your customers...they want them!

....FEATURE the Woodroses in a sensational window display...they really are the answer to beautiful windows that SELL during HOT weather. No maintenance... No losses...No replacements.

....ARRANGE them in many fashions. With fresh flowers in bowls, funerals work...wedding bouquets...in dried arrangements or just as gifts by themselves.

....INFORM your customers via statement inserts...direct mail pieces...and newspaper ads.

....BE FIRST to SELL Woodroses in your city for their unusual exotic touch.

ORDER DIRECT OR FROM  
YOUR FAVORITE WHOLESALER

GENTLEMEN:

Please ship our order as noted to:

NAME

ADDRESS

CITY

STATE

Enclosed is my

☐ Check

☐ Money Order

☐ Charge my Acct.

GEH/jy 7/22/50

CODE NO.	DESCRIPTION	PRICE	UNIT	QTY
QKN	Natural Stems	\$1.75	dz.	
QKW	Stems wired & taped	2.00	dz.	
QKB	Gift-boxed	2.25	dz.	
QKC	Garlands (4 roses per ft.)	.75	ft.	
PRICES FOB WEST COAST				







The Regal Line

# FLOWERS OF HAWAII

2016 WILSHIRE BOULEVARD • LOS ANGELES 5 • CALIFORNIA • DU 2-5106

HAWAII'S  
MAUNA LOA

## ORCHID LEIS

HAWAII'S TRADITIONAL EXPRESSION OF LOVE AND FRIENDSHIP

NATIVES USE OVER 300 ORCHIDS

TO MAKE THESE VIVID, LUSH,

ROMANTIC HAND-MADE LEIS...PLOWN FRESH FROM HAWAII

SO BEAUTIFUL!

SO MUCH VALUE!

YOU WON'T BELIEVE YOUR EYES!

THEY LAST SO LONG TOO!!

THEY'LL BE THE HIT OF ANY PARTY  
OR FUNCTION.

PROMOTE  
the sale of these  
customer-pleasing  
ORCHID LEIS  
and gain fame for  
YOUR  
Flower Shop.

Sketches by Dike

ORDER DIRECT OR ORDER FROM YOUR WHOLESALE

Gentlemen:

Please ship my order as noted:

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

Enclosed is my

- ☐ Check  
☐ Money Order  
☐ Charge my Acct.

CODE NO.	QUANTITY	PRICE	ORDER
PAWL 1	1 to 5	\$ 3.50 ea.	
PAWL 2	6 to 10	3.00 ea.	
PAWL 3	11 to 20	2.50 ea.	
PAWL 4	Over 20	2.25 ea.	

NOTE: Allow 10 days for delivery as these are sent direct from Hawaii.

ALL prices FOB WEST COAST. Therefore, slightly higher at your wholesalers.





FLOWERS OF HAWAII, LTD. 2016 WILSHIRE BLVD. LOS ANGELES, 5, CALIF.

# HAWAIIAN TI-PALMS for DECORATIONS

WARNING!  
Do not touch  
steel pick  
Insert in moss by  
holding leaf  
above pick

IDEAL FOR:

WEDDINGS • BALLROOMS • PARTIES •  
WINDOW DISPLAYS • OPEN HOUSE •  
CENTERPIECES • CASKET SETTING •

LUSH! FRESH-FOLIAGE PALMS

So natural looking you're certain they  
are growing...

QUICK and

EASY to

ASSEMBLE on

THE spot.

Merely insert  
the steel-picked  
TI leaves into the  
mossed cluster.

GIANTIC PAIN TREES  
with trunks up to 12'  
high can be constructed  
in a few minutes. No  
fuss.....No fuss

USE the TI LEAVES OVER AND OVER by  
repacking in case, moistening, and  
replacing them in 40 degree refrigerator  
immediately after the function.

HIGHLY PROFITABLE

CUSTOMER SATISFACTION ASSURED!!

ORDER DIRECT OR THRU YOUR WHOLESALER.

LIGHT WEIGHT!

EXTRA STRONG!

INDESTRUCTIBLE!

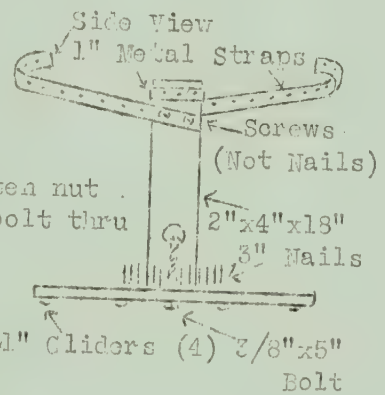
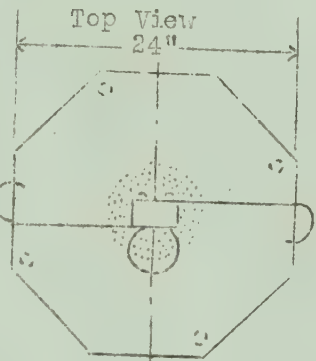
CHEAPER!

SIMPLE!

HANDY!

DISPLAY BASE

REALLY...EASY  
to use. Make them yourself OR  
ready made....



sketched by DIKE

Gentlemen:

Please ship the following  
order as noted:

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

Enclosed is: - Check  
Money Order  
Charge my Acct.

Ti Palm with Mossed Head						
Code No.	Units	Sht 1-4'	Med 4-6'	Long	Over 6'	
HIM 1	1 - 3	2.50	3.00		3.50 ea	
HIM 2	4 - 6	2.25	2.75		3.25 ea	
HIM 3	7 - 12	2.00	2.50		3.00 ea	
HIM 4	Over 12	1.75	2.25		2.75 ea	
Ti Palm with Unmossed Head						
HIU 1	1 - 3	1.50	2.00		2.50 ea	
HIU 2	4 - 6	1.25	1.75		2.25 ea	
HIU 3	7 - 12	1.00	1.50		2.00 ea	
HIU 4	Over 12	.75	1.25		1.75 ea	

HAWAIIAN TI LEAVES			
Kind	Price	Price	Price
Green Satin Ti	3¢ per lf.	1¢ per leaf	2¢ per-leaf 1/2 leaf
Striated and/or Red Ti	5¢ per leaf	5 1/2¢ per leaf	

D Display Base for Setting Up Ti Palms, complete (1 to a ctn.) 6.50 ea







# KING KOKO HAWAIIAN FERNWOOD TOTEM POLES

.....FROM THE RICH, BEAUTIFUL, BROWN-HUED CLOSELY-KNIT NATURAL ROOT-FIBRES OF THE GIANT TREE FERNS (CIBOTIUM CHAMISSOIS).....NATIVE TO THE BIG ISLAND OF HAWAII..... COMES THE KING KOKO FERNWOOD TOTEM POLES. THESE MAJESTIC CENTURIES OLD FERNS OFTEN REACH A HEIGHT OF FORTY-FEET AND A GIRTH OF OVER SIXTEEN-FEET. THE HUGE FERN FRONDS THEMSELVES ATTAIN A GRACEFUL LENGTH OF TWENTY-FIVE AND FIVE-FEET ACROSS.....

\*YOU'LL WANT THEM BECAUSE:\*

LUXURIOUS GROWTH & LONG-LIFE  
are assured as roots thrive  
among Fernwood Fibre.

\*

ENHANCES  
the beauty and style of  
the lush growing foliage.

\*

CONVENIENT  
and a pleasure to use.

\*

BRINGS ROMANCE  
of the Isles and Fernwood  
is an interesting conversa-  
tional addition to Tropical  
foliage plants.

\*

SAVES MONEY  
as no labor is necessary.  
Fernwood Totem Poles are  
ready on arrival.....The  
prices are right.

\*

HIGHLY ABSORBENT  
saturates easily, holds  
over 16 times its own  
weight in water.

\*

SUPERB  
moisture regulator. The  
saturated root fibres  
release moisture as needed  
since ventilation is avail-  
able in Fernwood.

\*

GENTLEMEN:

Please send our order as noted  
to:

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

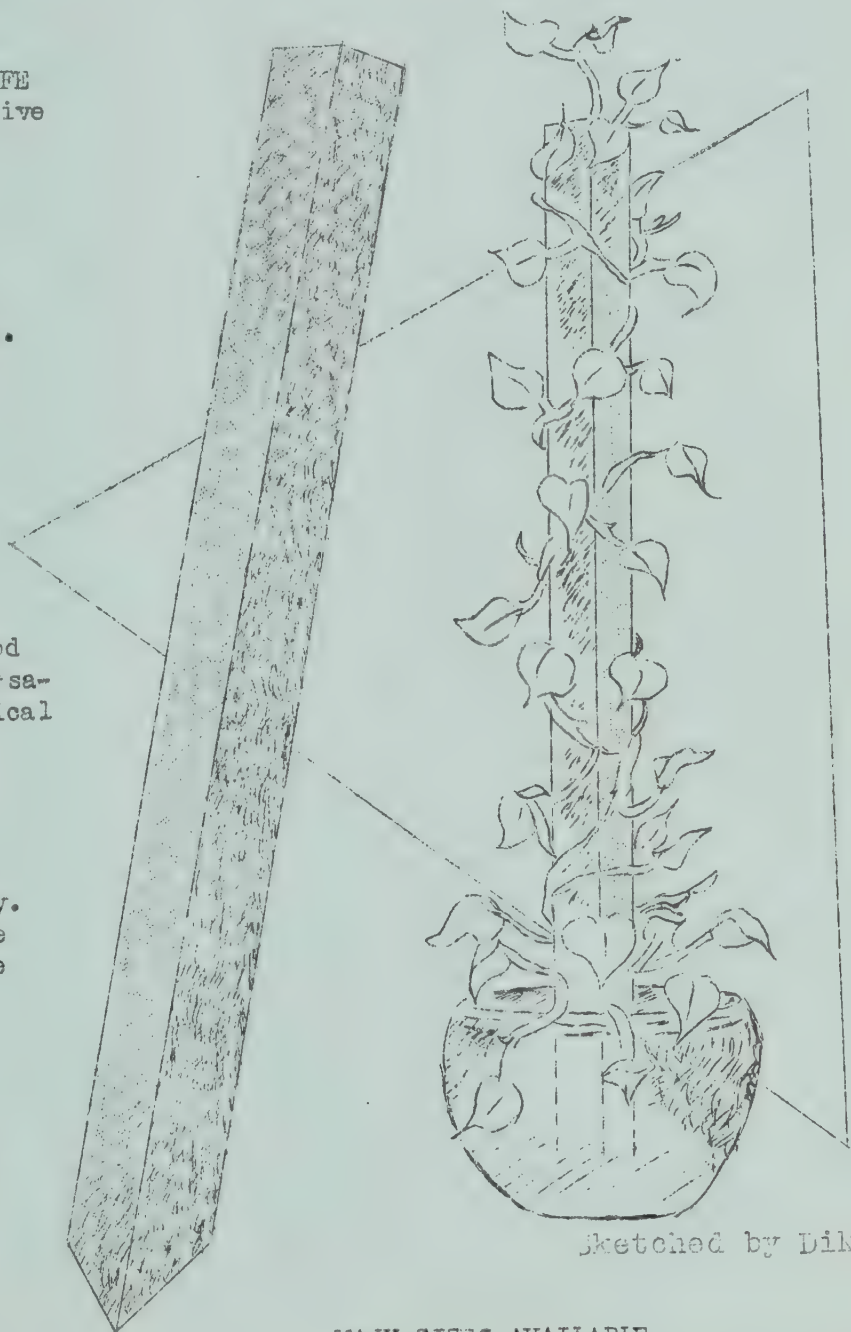
CITY \_\_\_\_\_ STATE \_\_\_\_\_

Enclosed is my

Check

M. O.

Chg my acct



sketched by Dike

MANY SIZES AVAILABLE

BUY DIRECT OR THROUGH YOUR  
FAVORITE SUPPLY HOUSE/  
WHOLESALE FLORIST

Size		Unit Price	Price Per Carton
1	1 x 16"	\$ .07	\$ 7.00 (100 in ctn)
1 1/2	1 1/2 x 18"	.10	6.40 ( 64 in ctn)
2	2 x 18"	.18	6.48 ( 36 in ctn)
2	2 x 24"	.20	7.20 ( 36 in ctn)
2	2 x 26"	.30	7.50 ( 25 in ctn)
3	3 x 36"	.75	6.75 ( 9 in ctn)
3	3 x 48"	.95	3.55 ( 9 in ctn)
4	4 x 48"	2.15	8.60 ( 4 in ctn)
4	4 x 60"	2.65	10.60 ( 4 in ctn)

- ALL PRICES FOB LOS ANGELES -

GEH: jy 7/28/50







FLOWERS OF HAWAII, LTD.  
HILO, HAWAII

Sales Office: 2016 Wilshire Blvd., Los Angeles 5, California

# Princess Aloha Anthurium



The "Jewel Flower" of Hawaii. Carven - lacquered, heart shaped petals with the sheen of patent leather, ranging from 2" in diameter for the miniature size to 12" for the specimen size. Stems range to 40". Retain color and freshness longer than any other flower - known to retain beauty as long as 2 months, while a month is average.

Sizes:                      Prices: (according to season & location)

Specimen ----	\$14.00 - 17.50 dozen
Large -----	10.00 - 14.00    "
Medium -----	8.00 - 10.00    "
Small -----	4.00 - 8.00    "
Miniature ---	2.00 - 4.00    "

Available in colors as follows: Dark Red, Bright Red, Dark Pink, Light Pink, Coral, Orange and White.

Available bulk packed or in special unusual beautiful red and gold gift box with Hawaiian label at slight additional cost.

Each flower individually suspended; protected by cotton; each stem in an individual water filled container; guaranteed to arrive in fresh picked, fresh packed condition.

ORDER DIRECT OR FROM YOUR FAVORITE WHOLESALE





FLOWERS OF HAWAII LTD.  
2016 Wilshire Boulevard  
Los Angeles, 5, Cal.

PO BOX 1145  
HILO, T. H.

AVAILABLE YEAR ROUND

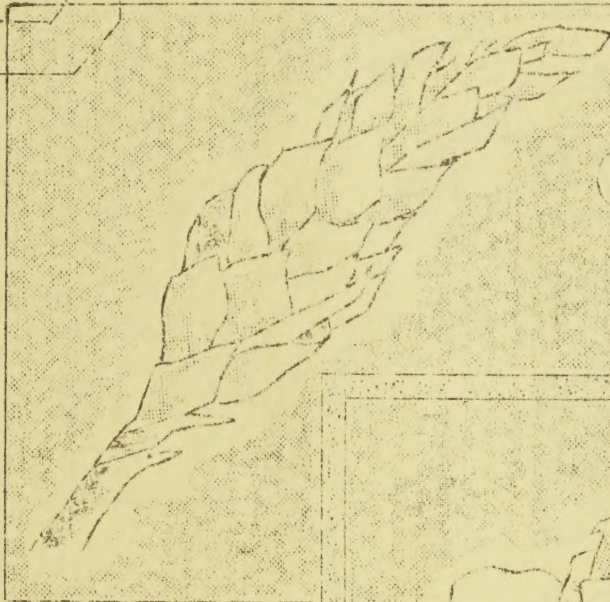
EXOTIC AND DIFFERENT

DRESSES UP LOCAL FLOWERS

Princess  
Aloha

HAWAIIAN

# GINGERS



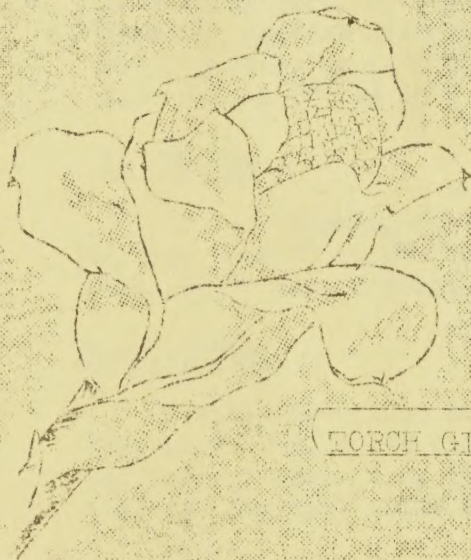
The Red Ginger is the most stately of the Ginger family. Has a rich red color; bloom ranges from

RED GINGER

4" to 10" while stem ranges to 40". Comes complete with own foliage on stem. Retains freshness for about 2 weeks. Prices between \$6 and \$9 per doz.

Torch Ginger is the most striking of the Ginger family. Its unusually large size contributes greatly to its use as a focal point in arrangements.

The heads are shaped between an oval and a round shape and can be displayed either closed or opened, with the petals peeled back. Colors range from pink to red. Price: \$10-\$14 doz.



TORCH GINGER



Shell Ginger is the most delicate of the Ginger family. It's beauty is accentuated by a graceful natural curve of the pink-

SHELL GINGER

tipped white blossoms. Effective not only for large displays, but the 30-40 pods in the head are wonderful for corsages.

Stems range to 40", and heads from 6" to 12".

Price: \$6-\$9 dozen.

HERE ARE FLOWERS THAT MAKE PEOPLE STOP AND LOOK. THEY SHOULD BE USED NOT ONLY ON SPECIAL OCCASIONS, BUT TOGETHER WITH YOUR LOCAL FLOWERS TO GIVE YOUR ARRANGEMENTS A DISTINCTIVE LOOK.

ORDER THROUGH YOUR FAVORITE WHOLESALER OR WRITE DIRECT







Princess Aloha  
**HAWAIIAN**

# FOLIAGES



## A. GROTONS:

Available in greens, reds, and yellows. Leaves approximate 2-3" in width and 4-8" in length. Vividly colored and long lasting. about 3 $\frac{1}{2}$ ¢

## B. STAG HORN FERN:

Lovely large green leaf with small brown freckles. Approximately 20" in size, and long lasting. Excellent for large displays. About 6¢

## C. GREEN TI:

Satin green appearance noted for exceptionally long lasting power. Perfect for everyday arrangements in natural form, as well as very good for special arrangements with stems picked, or leaf shredded. Size ranges 10" to 20". About 3 $\frac{1}{2}$ ¢

## D. POTTHOS:

A long lasting foliage ranging in size from 6" to 9". Colored green with slight variegations. About 3 $\frac{1}{2}$ ¢

## E. MONSTERA:

Massive beautiful deep green leaf similar to split philo. Excellent for use where long life is essential for display. About 50-75¢.

## F. PICTI:

Rich cream colored variegations featured on a stunning dark green body. Rare and long lasting. About 3¢

## G. VARIEGATED AND RED TI:

Similar to "B" above, but leaves have red variegations or solid deep red. About 4¢.



Sketched by Dike

about 3¢



